



Burien Retail Opportunity Data

This 2010 retail information was developed by Nielsen Claritas using the Consumer Expenditure Survey for estimation of demand, and the Census of Retail Trade for estimation of supply. The Consumer Expenditure Survey is conducted by the Bureau of Labor Statistics, and the Census of Retail Trade is conducted by the US Census Bureau. More information about these data sources is provided in Appendix 1, beginning on p. 3. The classification codes in the table below are North American Industry Classification System (NAICS) codes.

Key findings: There may be significant opportunities for retail development in Burien for categories highlighted in green and with an asterisk in the right-hand column (see explanation in the next paragraph). A caveat is that further study of the broader trade area may suggest otherwise because actual trade areas for specific retail categories and individual stores vary; and today many retail sales occur online.

Shown in the table is the difference between demand and supply, which represents the "opportunity gap" ("leakage" may be a more familiar term) or surplus for each general type of retail outlet in Burien. When the demand is greater than the supply, there is an opportunity gap for the given type of retail outlet. A negative value (red) signifies a supply surplus. A positive value, especially a large number, signifies what may be a major retail opportunity – there appears to be an opportunity for developing new retail sales in Burien for this category (shown in green and with the asterisk). For further information contact Burien's Economic Development Manager, Dan Trimble, at 206-248-5528 or DanT@burienwa.gov.

Retail Stores in Burien	2010 Demand (Burien Resident Expenditures)	2010 Supply (Burien Retail Sales)	Opportunity Gap/Surplus	* Apparent Major Retail Opportunities
Total Retail Sales incl. Eating and Drinking Places	653,703,453	542,536,421	111,167,032	*
Motor Vehicle and Parts Dealers-441	103,196,963	147,785,832	(44,588,869)	
Automotive Dealers-4411	90,573,302	127,393,321	(36,820,019)	
Other Motor Vehicle Dealers-4412	3,410,556	5,340,483	(1,929,927)	
Automotive Parts/Accsries., Tire Stores-4413	9,213,105	15,052,028	(5,838,923)	
Furniture and Home Furnishings Stores-442	13,580,952	5,761,843	7,819,109	*
Furniture Stores-4421	7,257,622	1,261,393	5,996,229	*
Home Furnishing Stores-4422	6,323,331	4,500,450	1,822,881	*
Electronics and Appliance Stores-443	15,443,533	3,299,554	12,143,979	*
Appliances, TVs, Electronics Stores-44311	11,827,899	2,764,022	9,063,877	*
Household Appliances Stores-443111	2,685,975	403,379	2,282,596	
Radio, Television, Electronics Stores-443112	9,141,924	2,360,643	6,781,281	*
Computer and Software Stores-44312	2,994,680	121,538	2,873,142	
Camera and Photographic Equipment-Stores-44313	620,954	413,994	206,960	
Building Material, Garden Equip Stores-444	63,259,091	23,562,773	39,696,318	*
Building Material and Supply Dealers-4441	58,184,806	21,665,475	36,519,331	*
Home Centers-44411	25,140,799	0	25,140,799	*
Paint and Wallpaper Stores-44412	1,305,412	4,059,605	(2,754,193)	
Hardware Stores-44413	5,576,552	2,400,806	3,175,746	*

Retail Stores in Burien, continued	2010 Demand (Burien Residents' Expenditures)	2010 Supply (Burien Retail Sales)	Opportunity Gap/Surplus	* Apparent Major Retail Opportunities
Other Building Materials Dealers-44419	26,162,043	15,205,064	10,956,979	*
Building Materials, Lumberyards-444191	10,363,517	5,948,443	4,415,074	*
Lawn, Garden Equipment, Supplies Stores-4442	5,074,284	1,897,297	3,176,987	*
Outdoor Power Equipment Stores-44421	452,172	517,739	(65,567)	
Nursery and Garden Centers-44422	4,622,113	1,379,558	3,242,555	*
Food and Beverage Stores-445	93,901,688	100,042,637	(6,140,949)	
Grocery Stores-4451	85,647,432	93,223,331	(7,575,899)	
Supermarkets, Grocery (Ex Conv) Stores-44511	81,539,333	89,398,202	(7,858,869)	
Convenience Stores-44512	4,108,100	3,825,129	282,971	
Specialty Food Stores-4452	2,981,294	554,650	2,426,644	*
Beer, Wine and Liquor Stores-4453	5,272,962	6,264,656	(991,694)	
Health and Personal Care Stores-446	36,761,560	74,386,307	(37,624,747)	
Pharmacies and Drug Stores-44611	31,666,866	71,503,708	(39,836,842)	
Cosmetics, Beauty Supplies, Perfume Stores-44612	1,289,087	173,606	1,115,481	*
Optical Goods Stores-44613	1,452,653	661,498	791,155	
Other Health and Personal Care Stores-44619	2,352,954	2,047,494	305,460	
Gasoline Stations-447	58,350,910	26,284,225	32,066,685	*
Gasoline Stations With Conv Stores-44711	43,510,874	13,730,099	29,780,775	*
Other Gasoline Stations-44719	14,840,035	12,554,126	2,285,909	
Clothing and Clothing Accessories Stores-448	30,321,694	9,451,568	20,870,126	*
Clothing Stores-4481	21,635,388	7,479,288	14,156,100	*
Men's Clothing Stores-44811	1,403,705	0	1,403,705	*
Women's Clothing Stores-44812	5,226,369	2,060,718	3,165,651	*
Children's, Infants Clothing Stores-44813	1,261,722	0	1,261,722	*
Family Clothing Stores-44814	11,793,211	3,903,781	7,889,430	*
Clothing Accessories Stores-44815	515,898	296,584	219,314	
Other Clothing Stores-44819	1,434,482	1,218,205	216,277	
Shoe Stores-4482	4,188,217	1,263,796	2,924,421	*
Jewelry, Luggage, Leather Goods Stores-4483	4,498,089	708,484	3,789,605	*
Jewelry Stores-44831	4,151,051	708,484	3,442,567	*
Luggage and Leather Goods Stores-44832	347,038	0	347,038	
Sporting Goods, Hobby, Book, Music Stores-451	12,723,442	8,067,295	4,656,147	*
Sporting Goods, Hobby, Musical Inst Stores-4511	8,467,400	6,428,661	2,038,739	*
Sporting Goods Stores-45111	4,024,116	2,850,641	1,173,475	*
Hobby, Toys and Games Stores-45112	2,777,597	3,114,068	(336,471)	
Sew/Needlework/Piece Goods Stores-45113	778,158	196,819	581,339	
Musical Instrument and Supplies Stores-45114	887,528	267,134	620,394	
Book, Periodical and Music Stores-4512	4,256,042	1,638,634	2,617,408	*
Book Stores and News Dealers-45121	2,954,269	504,937	2,449,332	*
Book Stores-451211	2,806,433	497,987	2,308,446	*
News Dealers and Newsstands-451212	147,836	6,950	140,886	
Prerecorded Tapes, CDs, Record Stores-45122	1,301,773	1,133,697	168,076	

Retail Stores in Burien, continued	2010 Demand (Burien Resident Expenditures)	2010 Supply (Burien Retail Sales)	Opportunity Gap/Surplus	* Apparent Major Retail Opportunities
General Merchandise Stores-452	89,777,823	57,637,673	32,140,150	*
Department Stores Excl Leased Depts-4521	42,185,917	22,284,965	19,900,952	*
Other General Merchandise Stores-4529	47,591,907	35,352,708	12,239,199	*
Miscellaneous Store Retailers-453	16,830,557	11,090,354	5,740,203	*
Florists-4531	1,231,226	633,847	597,379	
Office Supplies, Stationery, Gift Stores-4532	6,721,735	2,827,285	3,894,450	*
Office Supplies and Stationery Stores-45321	3,806,191	1,833,309	1,972,882	
Gift, Novelty and Souvenir Stores-45322	2,915,544	993,976	1,921,568	
Used Merchandise Stores-4533	1,436,708	3,481,387	(2,044,679)	
Other Miscellaneous Store Retailers-4539	7,440,888	4,147,834	3,293,054	*
Non-Store Retailers-454	45,765,002	3,328,767	42,436,235	*
Foodservice and Drinking Places-722	73,790,238	71,837,594	1,952,644	
Full-Service Restaurants-7221	33,080,483	41,087,590	(8,007,107)	
Limited-Service Eating Places-7222	31,373,206	22,064,331	9,308,875	*
Special Foodservices-7223	6,119,987	1,803,611	4,316,376	*
Drinking Places -Alcoholic Beverages-7224	3,216,563	6,882,063	(3,665,500)	
GAFO *	168,569,179	87,045,219	81,523,960	*
General Merchandise Stores-452	89,777,823	57,637,673	32,140,150	*
Clothing and Clothing Accessories Stores-448	30,321,694	9,451,568	20,870,126	*
Furniture and Home Furnishings Stores-442	13,580,952	5,761,843	7,819,109	*
Electronics and Appliance Stores-443	15,443,533	3,299,554	12,143,979	*
Sporting Goods, Hobby, Book, Music Stores-451	12,723,442	8,067,295	4,656,147	*
Office Supplies, Stationery, Gift Stores-4532	6,721,735	2,827,285	3,894,450	*

* Note: "GAFO" (General merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.

Appendix 1: Data Sources

As noted above, the data for the 2010 Nielsen Retail Market Power database, the basis of this report, is gathered from both the Census of Retail Trade (for estimation of supply), and the Consumer Expenditure Survey (for estimation of demand).

Census of Retail Trade

Census of Retail Trade data for retail stores were gathered through a combination of questionnaires, which were sent to all but the smallest firms, and the administrative records of other Federal agencies. There were 36 variants of the census questionnaire, permitting each kind of business to answer in terms of categories relevant to its operations. Questionnaires were mailed to all firms above a certain size cutoff, and to a sample of smaller firms with paid employees. Information for firms with no employees and for small firms not in the sample was obtained from Federal administrative records.

The Census Bureau also conducts monthly and annual retail trade surveys to obtain more current data. These surveys are based on samples of firms with employees identified in the Census of Retail Trade, supplemented with samples of non-employers and recent "births" (newly created firms) identified from administrative records during the years between the 5-year retail censuses. Most of the data are obtained by mail. These surveys concentrate on a much narrower set of data items than the retail census – that is, monthly and annual sales, monthly and year-end inventories, and inventory/sales ratios.

The Retail Trade sector (sector 44-45) comprises establishments engaged in retailing merchandise, and rendering services incidental to the sale of merchandise. Retailers are organized to sell merchandise in small quantities to the general public.

In addition, this sector now includes industries previously classified in Wholesale Trade that sold merchandise using facilities open to the general public. Prominent examples of these are automotive supplies dealers, computer and peripheral equipment merchants, office supplies dealers, farm supplies dealers, and building materials dealers.

Consumer Expenditure Survey

The CEX, which consists of two surveys (the quarterly Interview survey and the Diary survey), provides information on the buying habits of American consumers, including their expenditures, income, and consumer unit (families and single consumers) characteristics. The surveys target the total non-institutionalized population (urban and rural) of the United States. The data is collected from the independent quarterly interview and weekly diary surveys of approximately 7,500 sample households. Each survey has its own independent sample, and each collects data on household income and socioeconomic characteristics.

The interview survey includes monthly out-of-pocket expenditures, such as housing, apparel, transportation, health care, insurance, and entertainment. The diary survey includes weekly expenditures of frequently purchased items, such as food and beverages, tobacco, personal care products, and nonprescription drugs and supplies. The current (2010) Retail Market Power data uses CEX surveys administered from 2003 through 2007.